

# Engaging with the Media

## Course Purpose / Objectives

Tufano Media Group will provide the Columbus Division of Police with a comprehensive course of instruction designed to enhance their ability to engage with the media, represent the department in a strategic manner, and effectively communicate core messages in pursuit of their expectations. The communication curriculum is highly interactive and instructed by a retired law enforcement professional, former television anchor and public relations expert who specializes in law enforcement and government. Attendees will learn:

- A comprehensive instruction of the media's role, how they operate and their expectations of law enforcement.
- Instruct attendees how to identify and effectively pitch positive, proactive content that will assist the public in understanding the important work being undertaken by the CDP.
- Develop strategies to strengthen and foster positive working relationships with the press that will bolster the CDP's brand and reputation.
- Train attendees to effectively prepare for and deliver media interviews, press conferences and speaking engagements through a strategic structure.
- Conduct advanced on-camera mock interviews and press conferences that focus on scenarios that are specific to the organization.
- Conduct extensive critique sessions following on-camera training to ensure proficiency.

## Dates:

7/27/2019, 8:00AM – 5:30 PM

## Location:

Columbus, Ohio Division of Police Training Academy - 1000 North Hague Ave., Columbus, OH 43204-2121

## Cost:

**This class is FREE**

# COLUMBUS POLICE REGIONAL TRAINING CENTER

1000 NORTH HAGUE AVENUE

COLUMBUS, OHIO 43204

Phone: (614) 645-4800

Fax: (614) 645-4246

## REGISTRATION FORM

Complete one form for each student and each course. Please print.

Name: \_\_\_\_\_ Rank: \_\_\_\_\_  
Last First Middle

Gender: M / F DOB: \_\_\_\_/\_\_\_\_/\_\_\_\_ Daytime Phone: ( ) \_\_\_\_\_

Agency: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Agency's Telephone Number: ( ) \_\_\_\_\_ Agency Fax Number: ( ) \_\_\_\_\_

Student's E-Mail Address: \_\_\_\_\_

### Course Information:

Course Title: \_\_\_\_Engaging with the Media\_\_\_\_\_

Course Date(s): 7/27/2019\_\_\_\_\_ Total Cost: \_\_\_\_**FREE**\_\_\_\_\_

*Registered enrollees who do not attend and do not cancel the registration two working days prior to the course will be charged an administrative fee equal to one-half the total course fee.*

### Billing Information:

Check one:

Payment enclosed \_\_\_\_\_ Make check payable to Columbus Police – ETP  
(Federal I.D. #31-6400223)

Send invoice \_\_\_\_\_ **\*Payment is due on or before the day of the class**

Send Invoice To: \_\_\_\_\_

Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

\_\_\_\_\_  
Student's Signature Authorizing Signature Date

